



Missouri Travel Barometer
November 2014 Report
(Data available as of 12/12/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

November Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through October

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR and RevPAR while other states are showing strong growth in Occupancy and Demand.

Missouri Lodging:

Demand up 4.8% -- Occupancy up 4.9% -- ADR up 5.4% -- RevPAR up 10.5%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through September

- For FY14, a 4.7% (\$523.8 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 4.4% increase (\$378.4 million) is indicated from preliminary reports on 17 SICs for January - September

Website Visits: 2014 Calendar Year to Date through November

- Total web visits (main site and mobile visits) were up 25.5% for Nov CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits) were up 15.4% for Nov 2014 compared to Nov 2013

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through November

- 115,310 for 2014 CYTD – an decrease of 21.6% due to an one time addition of 61K Conservationist leads in April 2013
- For the month of November only compared to last November, there was a 73% increase

Welcome Center visits: 2014 Calendar Year to date through November

- For CYTD 2014 through November, the centers are up 11.3% compared to the same period in 2013
- For the month of November only compared to last November, there was a 12.6% decrease

Commercial airport deplanements: 2014 Calendar Year to Date

- KC up 4.3% for Jan-Sept 2014 CYTD
- St. Louis down 1.4% for Jan-Sept 2014 CYTD
- All airports up 0.7% for Jan-Aug CYTD

nSight-Searches and Bookings on third-party travel websites

- Demand for travel to Missouri across third-party sites converted 45% higher (MOM) for Thanksgiving week, with above average performance Monday – Thursday, November 24-27
- Top Converting (Booking) Markets (outside of MO) are New York, Los Angeles, Chicago, Boston and Seattle
- The Southeast and Farwest regions are dominating in search and booking volume for Missouri during December through January with 30% and 23% of looks and 16% and 19% of books, respectively.

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight



